

WHAT IS CLAIMED IS:

1. A method for analyzing prescription data, comprising the steps of:  
receiving an indication of a selected report type;  
accessing at least one from the group consisting of product oriented  
5 longitudinal data, patient oriented longitudinal data and prescriber oriented  
longitudinal data based at least in part on the selected report type;  
analyzing the accessed at least one from the group consisting of product  
oriented longitudinal data, patient oriented longitudinal data and prescriber oriented  
longitudinal data; and  
10 formatting a report of the selected report type including the accessed at least  
one from the group consisting of product oriented longitudinal data, patient oriented  
longitudinal data and prescriber oriented longitudinal data.
2. The method of claim 1 wherein the selected report type is a product oriented  
report.
- 15 3. The method of claim 1 wherein the selected report type is a patient oriented  
report.
4. The method of claim 1 wherein the selected report type is a prescriber oriented  
report.
5. The method of claim 1, wherein the longitudinal data covers a range of time of  
20 at least twelve months in duration.
6. The method of claim 1, wherein the longitudinal data covers a range of time of  
at most six years.
7. The method of claim 1, wherein the report includes proportions of valid values  
for a data attribute.
- 25 8. The method of claim 7, wherein the data attribute includes at least one from a  
group consisting of category, patient gender, patient age, and patient gender by age  
combination.
9. The method of claim 7, wherein each of the proportions is associated with a

confidence interval, wherein the confidence interval describes the reliability of the proportion.

10. A system for accessing sales data, comprising:

5 a data storage device including a database and configured to receive a data access request indicating a selected report type, accesses at least one of product oriented longitudinal data, patient oriented longitudinal data and prescriber oriented longitudinal data based at least in part on the selected report type, and transmit data responsive to the data access request; and

10 a server coupled to said data storage device and configured to receive an indication of a selected report type, send a data access request to the data storage device, receive the at least one of product oriented longitudinal data, patient oriented longitudinal data and prescriber oriented longitudinal data from the data storage device, analyze the at least one of product oriented longitudinal data, patient oriented longitudinal data and prescriber oriented longitudinal data, and format a report of the  
15 selected report type including the at least one of product oriented longitudinal data, patient oriented longitudinal data and prescriber oriented longitudinal data.

11. The system of claim 10, wherein the longitudinal data covers a range of time of at least twelve months in duration.

12. The system of claim 10, wherein the longitudinal data covers a range of time  
20 of at most six years.

13. The system of claim 10, wherein the report includes proportions of valid values for a data attribute.

14. The system of claim 13, wherein the data attribute includes at least one of category, patient gender, patient age, and patient gender by age combination.

25 15. The system of claim 13, wherein each of the proportions is associated with a confidence interval, wherein the confidence interval describes the reliability of the proportion.

16. A logic arrangement for accessing data, wherein the logic arrangement is adapted for an execution by a processing arrangement to perform the steps comprising

of:

receiving an indication of a selected report type;

accessing at least one of product oriented longitudinal data, patient oriented longitudinal data and prescriber oriented longitudinal data based at least in part on the

5 selected report type;

analyzing the at least one of product oriented longitudinal data, patient oriented longitudinal data and prescriber oriented longitudinal data; and

formatting a report of the selected report type including the at least one of product oriented longitudinal data, patient oriented longitudinal data and prescriber oriented longitudinal data.

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17. The logic arrangement of claim 16, wherein the longitudinal data covers a range of time of at least twelve months in duration.

18. The logic arrangement of claim 16, wherein the longitudinal data covers a range of time of at most six years.

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19. The logic arrangement of claim 16, wherein the report includes proportions of valid values for a data attribute.

20. The logic arrangement of claim 19, wherein the data attribute includes at least one of category, patient gender, patient age, and patient gender by age combination.

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21. The logic arrangement of claim 19, wherein each of the proportions is associated with a confidence interval, wherein the confidence interval describes the reliability of the proportion.